

# Customer Loyalty Program

## Training Manual for Staff

### 1. Program Overview

The Customer Loyalty Program is designed to reward our repeat customers and encourage ongoing engagement with our brand. This program provides points for eligible purchases and exclusive member benefits.

### 2. Key Objectives

- Increase customer retention.
- Enhance the customer experience.
- Drive sales through member incentives.
- Build long-term customer relationships.

### 3. How the Program Works

1. Customers enroll by signing up with their contact details at the point of sale or online.
2. Members earn points with each qualifying purchase.
3. Points can be redeemed for rewards, such as discounts or free products.
4. Special promotions and events are available for loyalty members.

### 4. Staff Responsibilities

- Inform customers about the Loyalty Program during each transaction.
- Assist customers with enrollment and account setup.
- Ensure points are correctly assigned at checkout.
- Answer any customer queries about the program.

### 5. Enrollment Process

1. Ask the customer if they would like to join the Loyalty Program.
2. Collect the required information (name, email, phone number).
3. Register the customer in the system and confirm enrollment.
4. Provide details on how points are earned and redeemed.

### 6. Points System

- 1 point for every \$1 spent on qualifying purchases.
- Bonus points during promotional events.
- Points expire 12 months after the date they are earned.

### 7. Rewards and Redemption

- Customers can redeem points for discounts at checkout.
- Rewards include free products, exclusive offers, and event invitations.

- Redemption is completed by staff at the register or online.

## **8. Frequently Asked Questions**

- **How do customers check their points?** Via their account online or by asking staff.
- **Can points be transferred?** No, points are non-transferable.
- **Is there a membership fee?** No, the program is free to join.

## **9. Contact and Support**

For further assistance, contact your supervisor or refer to the full training guide available at the staff portal.